DOCUMENT RESUME

ED 176 322 CS 205 181

TITLE Journalism and Journalism Education: Abstracts of Doctoral Dissertations Published in "Dissertation Abstracts International," January through June 1979 (Vol. 39 Nos. 7 through 12).

INSTITUTION ERIC Clearinghouse on Reading and Communication Skills, Urbana, Ill.

PUB DATE 79

NOTE 11p.

EDRS PRICE MF01/PC01 Plus Postage.

DESCRIPTORS Doctoral Theses; Feminism; Foreign Countries; Freedom of Speech; *Journalism; *Journalism Education; Mass Media; *Media Research; *Newspapers; *News Reporting; Photography; Rhetoric; School Newspapers; Secondary Education; Sex Fairness; Telecommunication; Television

ABSTRACT

This collection of abstracts is part of a continuing series providing information on recent doctoral dissertations. The 12 titles deal with the following topics: electronic newspapers; the influence of local information on daily newspaper household penetration; source credibility; a taxonomy of editorial content for internal publications; the evolving status of newswomen; street photojournalism and personal space; sexism in local and network television news; freedom of speech in school-sponsored student newspapers at the secondary school level; style, structure, and content of news and current affairs broadcasting in Israel; the location and definition of cognitive switching styles in the processing of televised newscasts; the organizational nature of news; and information overload in the newsroom. (FL)

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Compiled by the staff of the

ERIC Clearinghouse on Reading and Communication Skills

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TELETEXT—THE ELECTRONIC NEWSPAPER: FOUR BRITISH SYSTEMS AND U.S. EDITORS' ASSESSMENT OF IMPLICATIONS Order No. 7906237

AHLHAUSER, John William, Ph.D. Indiana University, 1978. 232pp.

The delivery of news as print-on-paper, distributed by hand, has not changed since newspapers began. But the rising costs and shortage of raw materials (mainly newsprint), deteriorating distribution capability, changes in reading habits, and the development of new technologies threaten the delivery of newspapers in their traditional form. The threat to delivery arises despite increasing demand for the type of information that newspapers provide.

These are major issues about the future course of print-on-paper which are being raised everywhere in the world today. Should information delivered as a newspaper be wedded to paper with the attendant massive problems and costs of printing and distribution? Could that information be "delivered" electronically to subscribers' video screens, where the viewer could, on demand, receive general or specialized information in greater depth than possible with delivery on newsprint?

This study describes four British-owned electronic news delivery systems which were observed in advanced experimental use in January, 1976, and surveys Associated Press Managing Editors about their perceptions of that British form, called teletext, regarding problems those editors perceive for readers, editors, advertisers and government regulators.

Teletext is defined as an on-demand method of generating alpha-numeric letterforms on a home video screen. An Electronic Newspaper (ENP) is described as any method which electronically transmits directly to home terminals information which has traditionally been printed in newspapers. The ENP must have the capability of appearing on a video screen, be available on demand, and capable of remaining on the screen as long as the viewer chooses.

The dissertation reviews the technological progress of newspapers: the introduction of electronics and computer processing of information in the newsroom and the composing room. In contrast it looks at the increasing costs of paper manufacturing and distribution and the growing obstacles to newspaper home delivery.

Teletext, as a possible alternative delivery system, is examined for hardware, systems, transmission techniques, screen format and access procedures. The four current British forms of teletext (Ceefax, Oracle, Viewdata and IDR) are reviewed and compared to the traditional American newspaper.

The summary question considered is: should newspapers consider adopting teletext as a delivery system now?

The potential advantages of teletext are that it eliminates or bypasses present problems with the supply, the printing and delivery of paper; gains greater immediacy of news "delivery;" increases the volume of information deliverable; multiplies diversity for viewers with special interests; serves viewers at any time with current, on demand information; maintains the American newspaper responsibility of fulfilling the information needs of a democratic society; and forestalls losing the initiative to non-journalistic entrepreneurs.

The Electronic Newspaper's potential drawbacks are the lack of a penetrating transmitting facility and channel in every community; the undefined role of government regulation; the challenge of integrating advertising with news; the possibility of viewer resistance to text on the screen; the risk that economics will reduce news coverage to those stories which satisfy what most individuals want.

THE INFLUENCE OF LOCAL INFORMATION ON DAILY NEWSPAPER HOUSEHOLD PENETRATION Order No. 7823540

ALPERSTEIN, Gerald Steven, Ph.D. Syracuse University, 1978. 192pp.

Daily newspaper household penetration (DNHP) was believed to be declining during the second half of the twentieth century in both the United States and Canada. The decline was believed to be influenced by the amount of local information in daily newspapers. Suburbanization was believed to be a cause of reducing the amount of local information reaching the readers of daily newspapers.

A data analysis and a content analysis of newspapers in Canada for census years 1961 and 1971 were conducted to investigate how much influence local information had on DNHP. The data analysis involved 69 markets which contained more than 90% of Canadian daily newspaper circulation. Local information was found to be the key factor determining DNHP. Some of the results of the data analysis were:

(1) DNHP and the percentage of a market's households in the daily newspaper home city are positively related.

(2) Weekly newspaper household penetration and the percentage of a market's households in the daily newspaper home city are negatively related.

(3) DNHP and weekly newspaper household penetration are negatively related.

(4) There is no relationship between DNHP and television watching, radio listening and magazine household penetration.

(5) There is a weak negative relationship between change in DNHP and change in daily newspaper price.

(6) There was no relationship between change in weekly newspaper household penetration and change in daily newspaper price.

The content analysis showed that the relationship between DNHP and local information was strongly positive. The strongest relationship was found between DNHP and the number of local news stories and display advertisements combined. Other strong relationships were between DNHP and local news stories, local display advertisements and classified advertising.

The data analysis also revealed that DNHP is not universally declining. Most markets had relatively stable DNHP from 1961 to 1971. A few large urban markets did suffer large losses in DNHP. The data was computed on a market-by-market basis. Computation of DNHP prior to this research has been on a national aggregate basis.

Two methodological problems--distortions in the data--were solved by grouping markets based on single and multi daily newspaper circulations and by grouping markets based on the percentage of weekly newspaper circulation which was paid circulation.

SOURCE CREDIBILITY: A REPORTER'S EYE VIEW Order No. 7907986

DANSKER, Emil, Ph.D. Bowling Green State University, 1978. 201pp.

This study examined the work of news reporters relative to four research questions:

1. What criteria do reporters say they use in their evaluation of the credibility of their sources?

2. To what factors, if any, do these criteria relate?

3. Is it possible to identify types of reporters relative to the way in which they use certain criteria associated with apparent factors of credibility?

4. What is the relationship of age, education, and work experience to the way in which reporters apparently seek to determine source credibility?

The questions were related to methodological steps designed so as to provide a comprehensive framework in which the subjects would generate their own criteria and then evaluate their own criteria and the criteria of other subjects as the study proceeded, culminating in the development of 48 Q-statements for sorting by a sample population of 35 scaled down

from an original 330 by attrition and according to the small-scale approach indigenous to the highly individualized Q-methodology.

The steps were:

1. What criteria do reporters say they use in the evaluation of the credibility of their sources?
   A. Pilot interviews designed to offer a basically non-directive setting in which reporters could articulate their criteria of credibility.
   B. The sending of letters to 330 reporters asking each to list five criteria personally used in their evaluation of credibility.
2. To what factors, if any, do these criteria relate?
   A. The development of 100 Likert-type scales from the 114 responses to the letters and the sending of the scales to the respondents.
   B. Factor analysis of the data from the 78 respondents to the scales to determine whether a factor structure would emerge from such an analysis.
3. Is it possible to identify types of reporters relative to the way in which they say they use certain criteria associated with apparent factors of credibility?
   A. Development of a Q-sample of 48 statements from the results of the factor analysis and the sorting of same by a sample population of 35 reporters.
   B. Factor analysis of the Q-data.
4. What is the relationship of age, education and work experience to the way in which reporters apparently seek to determine source credibility?
   A. The taking of such data at steps 2A and 3A.
   B. Descriptive analysis of the data.

Sex was asked at 2A and 3A, but became statistically irrelevant because of the small number of females in the sample and among the respondents. Race was not sought, but this and/or sex could become the subject of future inquiry into particular aspects of the general subject of reporter evaluation of source credibility.

It was found that in articulating criteria, reporters emphasized the source's record of reliability and motivation and the importance to the reporter of experience, backgrounding, documentation and the checking and rechecking of sources and an awareness of the role of intuition and of nonverbal cues such as eye contact and body language.

It was found that reporters appear to base their evaluation of credibility upon four factors, or dimensions: reliability, appearance, motivation, and status-position, and that three apparent types of reporters were identified: objective, which most strongly stresses specific proof and appears to reject intuition as a criterion; subjective, which appears to give intuition as much weight as specific proof as a part of the process of seeking to determine credibility, and subjective-objective, which is strong on specific proof but which is neutral on intuition. No clear relationship was established between age, education, and work experience, but there were indications that professional reporters may not differ substantially on these variables in their application of the fundamental criteria.

A TAXONOMY OF EDITORIAL CONTENT FOR INTERNAL PUBLICATIONS: A FACTOR ANALYTIC STUDY

Order No. 7903432

JOHNSON, Carolyn Elna, Ph.D. The University of Tennessee, 1978. 149pp. Major Professor: Jack B. Haskins

The purpose of this study was to determine the number of stories necessary in an internal publication for wide audience reach, to empirically determine categories of editorial topics from which editors may select stories for a balanced "editorial mix," and to identify audience characteristics that discriminate among groups of readers.

Two Tennessee Valley Authority publications were used for the research: TVA Perspective and TVA Today. A questionnaire was mailed to a random sample of 757 TVA employees. Of these, 421 were usable for evaluation (56 percent). The questionnaire gathered reading preference data, opinions toward the magazines, opinions about the perceived purpose of the magazines, and demographic data.

Incremental analysis was used to determine the optimum number of stories necessary for wide audience reach. This analysis technique also provided a measure of the effectiveness of editorial mixes selected from content categories. Factor analysis and cluster analysis were used to determine categories. Multiple discriminant analysis was used to predict characteristics of readers in each content category.

The findings of this research were that an editorial mix of eight stories accounted for only 6 percent fewer readers than an entire population of 33 stories. The optimum mix obtained through incremental analysis reached 77 percent of the potential readers. This was identified as a "benchmark mix." Also, stories rated high by many readers and stories rated high by only a few readers were contained in the mix. This confirms the notion that audience reach can be increased with the proper mixture of high and low ranking stories.

R factor analysis of respondents' ratings of interest in reading the 33 stories used in this study produced eight factors--or categories. These categories were obtained through orthogonal rotation, although oblique rotation produced similar results. The cluster analysis results were rejected because the categories were too complex to interpret. Therefore, categories from factor analysis were labeled as Personal Help: Financial, Domestic and Work; Leisure and Outdoors; People, Philanthropy, and Nostalgia; Company Progress and Power; Employee Education; Company Innovations; History; and Social Change.

Editorial mixes of one story from each factor reached as many readers as the benchmark mix in every case with the exception of the highest loaded stories.

Multiple discriminant analysis of readers associated with each content category showed that job tenure, sex, and perceived concern of the publications for employee interests were the best discriminators. Thirteen other variables were not statistically significant. These eight groups of readers in the eight categories were subsequently identified as Young, Dissatisfied, Lower Job Level Employee; Satisfied, Short Tenure Employee; Older, Dissatisfied Manager; Company-oriented, Management-future Employee; Human Relations Managers and Employees; Ambitious Employees; Unambitious Employees; and Older, "Worried" Yet Resigned Employee.

Although these results can not be generalized beyond TVA publications and readers, the category development and descriptive methods used here may lead to further exploration of editorial content categories appropriate for other internal publications.

THE EVOLVING STATUS OF NEWSPAPERWOMEN

Order No. 7912885

McGLASHAN, Zena Beth, Ph.D. The University of Iowa, 1978. 222pp. Supervisor: Professor Hanno Hardt

Women's demands for equality in the past decade have touched every area of American life, including the newspaper business, where women are under-represented in management positions in proportion to their professional numbers. Involved in journalism since colonial times, women have a long tradition in newspapers but their rise to management, aside from those who have inherited papers, has been a slow, gradual one.

A case-study approach is used in both an historical and current sense. Certain newswomen of the past, such as Margaret Fuller and Gail Hamilton, provide a base for the idea of women's gradual evolution into management roles because of social advances and inhibitors. The careers of five contemporary women newspaper managers, ranging from one who graduated from college in 1930 to the youngest, a journalism graduate of the late 1960s, are related, contrasted and compared in the light of social theories about women's minority status.

Helping to focus on the factors which both help and hinder this 'evolution' are comments by participants at the Conference on Women in Newspaper Management conducted at Indiana University in 1977 and from other newswomen. The managerial level presents problems for women journalists not dissimilar to those in other businesses: stereotyping, self-images gained from socialization, lack of correct and full information, constraints created by the expectations of the family unit.

Changes are needed in the way the history of journalism is re-constructed so the successes of the past may be part of socialization through education. Other changes must come from a social reassessment of the value of women's biological function and from reinforcing women's self-esteem through increased information and access. Research should include ascertaining the minority recruitment policies of group-owned newspapers, studying dual-career families in journalism, and a long-range study of women now beginning in positions which have traditionally led to management. Questions about the difference or lack of difference women might make in news content also need evaluation.

FROM BOTH SIDES OF THE LENS STREET PHOTO-JOURNALISM AND PERSONAL SPACE Order No. 7900409

NOTTINGHAM, Mary Emily, Ph.D. Indiana University, 1978. 180pp.

This study investigated the brief relationship formed when the photojournalist approaches a subject on the street for a feature photograph. The study described and analyzed the relationship in terms of the research concerning the concept of personal space. The analysis was used as a starting point for identifying the conditions and behaviors that constitute a successful invasion of the subject's personal space.

Seven working photojournalists shot pictures of pedestrians in a controlled field study in downtown Bloomington, Indiana. Each photographed and obtained identification of at least twelve individuals. The encounters were recorded by videotape camera. The videotapes were analyzed for patterns of physical motion. The photographers were interviewed immediately after working. Questionnaires were sent to each subject. 102 People were approached, 81 questionnaires were sent out, 66 of those returned.

The picture that emerged was of an uncommon encounter choreographed by common human reactions to approach. Both the photographer and the subject realized the photographer was intruding. The photographers were able to articulate some of the actions they performed to smooth the invasion: talking with the subjects, smiling, working quickly, etc. The subjects were not able to discuss the photographer's behavior--and their own--in such detail. But both the photographers and the subjects performed compensatory actions to relieve the discomfort that arose from the invasion, balancing distance, body orientation and eye contact. All the interactions reached the same level of physical involvement, with no difference between photographers. There was a difference in the physical involvement of some of the photographers when compared with the level of involvement of their subjects. When the photographer was physically aggressive, or aloof, the subjects tried to compensate with their own physical movements to establish a balance that would make them more comfortable.

In identifying behaviors associated with a successful invasion of personal space, successful was defined as: the subject agreed to be photographed, cooperated with the photographer, gave identification, and both participants left the interaction with a feeling of having benefited from it. 86% Of the encounters met the first three conditions. The fourth was more elusive. The photographer benefited if he got an acceptable--publishable--photograph. The subjects seemed to benefit by feelings of flattery, doing someone a favor, or interest in an unusual encounter. Two primary conditions seemed to affect the success of the invasion. First, the photographers who emphasized forming a relationship with the subjects as people, rather than simply subjects, received a more favorable response. Those photographers tended to take more time with the subjects than the other photographers, spend a larger percentage of that time in conversation, and exchange more personal information with the subjects. Second, those photographers who were personally disturbed by the idea of rejection, were rejected less often by potential subjects. They seemed to go to greater lengths to convince reluctant subjects than the others. These behaviors indicate that the photographer who is sensitive to the feelings of the subject, and who takes the subjects' responses to him personally, is more concerned with making the invasion run smoothly, and leaves the subject with a feeling of having benefited from it.

Secondary conditions to successful invasions included: the age of the subject, the subject's activity before being approached; the subject's physical position; the subject's ability to relax in front of the camera; and the photographer's ability to accustom himself to the territory through patrolling behavior.

SEXISM IN LOCAL AND NETWORK TELEVISION NEWS Order No. 7900128

OTTE, Mary Lane, Ph.D. Georgia State University – College of Education, 1978. 201pp.

Purpose

Stereotyping, whether it be racial or ethnic or sexist, limits thinking because it oversimplifies and thereby distorts meaning. Researchers have provided mounting evidence for sex-role stereotyping in such major areas of American society as education, careers, and communication. In the area of communication various aspects of mass communication have been investigated. Because more members of American society choose television as a major source of news and entertainment than any other mass medium, increasing attention has been given both to form and content of television programming. On the subject of sex-role stereotyping, all major genres of television broadcasting have been investigated with the exception of news broadcasting. The purpose of this study was to investigate whether statistically significant amounts of specific types of sexism exist in samples of local and network television news on the three major networks and their affiliated Atlanta stations.

Methods and Procedures

The basic design of the study was descriptive in that the investigative questions required counting the presence and/or absence of sexism or sex-role stereotyping in generic nouns and pronouns, audibility, and topics. A non-parametric measure (Chi-Square, X^2) was used to determine whether or not statistically significant incidences of these variables occurred regarding male and female announcers and subjects. The descriptive nature of the study was further extended by rating the intensity of observed sexist or stereotypic behaviors using the Butler-Paisley Ordinal Consciousness Scale. Such a qualitative measure added a degree of refinement to the quantitative procedures used to assess various kinds of specified sex-role stereotyping. Tapes were transcribed and coded by the investigator both for the quantitative and qualitative measures used.

Results

Eight null hypotheses were investigated, six dealing with quantitative aspects of sex-role stereotyping and two dealing with qualitative aspects of sex-role stereotyping. The procedure used was that of content analysis.

No significant difference was found in the male and female usage of generic nouns and pronouns either on local or network television. However, differences in the degree of audibility between males and females were highly significant for both local and network television broadcasting. Finally, there was no significant difference in the kinds of topics presented by males and females either at local or network levels of broadcasting.

The last two investigative questions dealt with the qualitative presentation of males and females on local and network television news broadcasts. Because of the lack of variability, these questions could not be statistically analyzed.

Certain types of sexism did exist on the news, whereas other types were either absent or the instruments used were not refined well enough to measure the degree of sexism.

In the area of quantitative content analysis men were more audible, topics were hard topics, men and women both were stereotyped in traditional sex roles, and men were treated as subjects practically to the exclusion of women. Women, when featured at all, were portrayed with more variety than men, although neither men nor women were featured as totally stereotyped or totally nonstereotyped.

Conclusions

The results indicated that if television news broadcasting at both the local and network levels is to reflect accurately the lifestyles of Americans today changes need to be made. These changes should include a more equitable representation of males and females on news programs, a more representative number of women to provide role models, an expansion of topics to include the interests and concerns of women. Further attention should be given to refining qualitative instruments for measuring consciousness in order to provide more accurate description of sexist stereotyping on television.

A STUDY OF THE LEGAL ASPECTS OF FREEDOM OF SPEECH IN THE SCHOOL-SPONSORED STUDENT PRESS AT THE SECONDARY SCHOOL LEVEL Order No. 7905431

PRATT, James Robert, Ed.D. The University of Alabama, 1978. 226pp.

The decision was made to conduct an in-depth study of the concept of freedom of speech in the school-sponsored student press at the secondary level as defined and delimited by the Federal courts. Chapter I presented the background information and the rationale for the study.

A study was instituted to identify and analyze for their operational significance all pertinent Federal court cases related to the problem under study. The cases involving the First Amendment right of freedom of speech in the school-sponsored student press were identified, analyzed, and included in Chapter II. The case analysis method, a point-by-point review system, was utilized and the cases were presented in chronological order.

Chapter II traced the evolution of the concept of freedom of speech in the school-sponsored student press through a long series of Federal court suits. Two major cases, Dixon v. Alabama State Board of Education and Burnside v. Byars, which served as legal precedents for later students' rights press cases, were analyzed and presented first.

In 1967, the United States District Court for the Middle District of Alabama, in Dickey v. Alabama State Board of Education, held that freedom of speech in the school-sponsored student press was protected by the First Amendment of the United States Constitution. The United States Supreme Court's landmark decision in Tinker v. Des Moines Independent Community School District, a 1969 case, formally extended the First Amendment right of freedom of speech to students in the nation's public school system.

Through a series of judicial pronouncements rendered since Tinker, the Federal courts have continued to define and delimit the First Amendment rights of public school students to freedom of speech in the school-sponsored student press. The Supreme Court's reasoning in Tinker has served as the basis for these decisions.

Following the analysis of the Dixon and Tinker cases, each of the later Federal court suits involving the school-sponsored student press at the secondary level was reviewed in detail. Cases from the postsecondary level also were included when the issues involved were pertinent to the study.

In Chapter III, an analysis of the underlying conditions relevant to the increased Federal court involvement in the school-sponsored student press was presented. Implications derived from the analysis of the related Federal court cases were presented and the concept of freedom of speech in the school-sponsored student press was delimited in congruence with the mandates of the Federal judiciary.

Chapter IV presented a summary of the study and provided conclusions derived from the review of Federal court cases involving the First Amendment rights of public school students to freedom of speech in the school-sponsored student press. A list of recommendations formulated to assist practicing school administrators charged with the legal responsibility of supervising the school-sponsored student press at the secondary level was formulated and included in Chapter IV.

THE RHETORIC OF NEWS: STYLE, STRUCTURE AND CONTENT OF NEWS AND CURRENT AFFAIRS BROADCASTINGS ON THE ISRAEL RADIO Order No. 7904116

ROEH, Itzhak, Ph.D. Columbia University, 1978. 202pp.

Rules governing presentational processes involved in writing news broadcasts are the main interest of this study. These rules, it is maintained, contribute significantly to the meanings -- and, hence, to possible effects -- of a given message. They determine content in a dialectical process through which form and content interact and influence each other in any given unit of verbal expression.

News output contains signals, cues, lingual devices and practices partly inherent to the language used; partly determined by societal norms, conventions and pressures; partly influenced by the news organization; and partly serving the needs of the medium. These properties of output may be affected by external forces but at the same time may conflict with some of them. Esthetics may conflict with organizational constraints or with norms of journalism, and may affect the character of news in various ways, including its meaning.

Understanding of media content, as well as of media effects, can be advanced by the specification of the rules for composition and presentation of news. These rules may serve also as a point of departure for further research in media sociology and in the study of effects.

The present study adapts approaches developed by linguists, semiolinguists and literary critics to the analysis of "news prose" of the Israeli Broadcasting Authority. A methodological point of departure for the analysis is a distinction between sociological and non-sociological aspects of the study of news. The first is focused on selection of news items, the second on composition, namely, the nature and structure of the output as a textual document. The emphasis here is put on composition.

It is claimed -- and hopefully reinforced by evidence -- that given formats of presentation and different generic frameworks of news determine a wide range of phenomena in the output. Style, in other words, may help to determine content and meaning. Different formats of presentation -- different "grammars" of news bulletins and of news magazines -- can explain different relationships within the organization and between the orga-

nization and external forces. An attempt is made to use concepts like drama, irony, function of speech, rhetorical devices, rhythm, etc., in order to describe existing but unnamed phenomena that establish different patterns and genres in news texts.

The power-of-the-genre theory predicts that selection components (the "sociological") may be determined by "compositional" needs (the esthetic, presentational). It predicts that elements of style will, for one thing, perpetuate themselves, and what is more, they may influence elements of content. Different genres, so the Hebrew data show, establish different interrelationships with the broadcasting organization. While on the one hand creativity and variability of style cause problems for the organization -- which it tries to "avoid" -- on the other hand they are required by the rules governing presentation. And the more a format of presentation becomes stylized the more difficult it is for the organization to enforce its own rules and instructions regarding the form and content of news.

Some norms of journalism, such as objectivity, are questioned again in this study; the status quo reinforcement hypothesis receives some support. News bulletins, stylistically "transparent," tend to serve the social status quo; news magazines -- semiologically opaque, i.e., more stylized -- cause difficulties for the broadcasting organization. They are less likely to support the existing social order and its hierarchies.

The data for this study -- news and current affairs output -- (mostly broadcast in October 1975) are drawn from the Israel Broadcasting Authority radio. It can thus be regarded as a case study. Comparison among different news organizations may supply further evidence to support the power-of-genre hypothesis.

THE LOCATION AND DEFINITION OF COGNITIVE SWITCHING STYLES IN THE PROCESSING OF TELEVISED NEWSCASTS Order No. 7902217

ROSS, Mark Gunder, Ph.D. The Ohio State University, 1978. 171pp. Adviser: Professor Thomas A. McCain

The research aimed at isolating and defining information organizing styles employed by subjects as they viewed televised newscasts. Cognitive switching theory in combination with an audience response machine provided a methodology capable of continuously monitoring subjects as they processed the information in newscasts. Q factor analytic techniques were employed to cluster subjects into common factors or shared styles of information organizing. Questionnaire variable correlates of the information processing styles were located through the use of multiple discriminant analysis. Six distinct styles were found, which accounted for over 40 percent of the total variance in the information organizing subjects did as they viewed newscasts.

The basic unit of analysis in the study was the functional interval which is based on a five category instrument. Subjects could respond to the newscasts by agreeing, disagreeing, thinking, questioning or daydreaming. The length of time any subject spent in any one functional interval was controlled by the subject.

The six styles can be defined as follows:

1. Pondering Style

This style was characterized by long duration thinking and confusion functional intervals. Subjects organized information by pondering it.

2. Evaluation/Reinforcement Style

This style was characterized by middle duration agreeing and thinking functional intervals. The thinking provided an evaluation which usually resulted in some form of reinforcement: usually positive (agreement).

3. External Stimulation Style

This style was characterized by long duration thinking and daydreaming functional intervals. The newscast functioned to stimulate thinking which led the subject into external preoccupation or daydreaming.

4. Supportive Examination Style

This style was characterized by long duration questioning and agreeing functional intervals. The newscast functioned to stimulate examination behavior (questioning) which resulted in supportive (agreement) behavior.

5. Valenced Evaluation Style

This style was characterized by long duration agreeing and disagreeing. The newscast functioned to stimulate highly valenced information organizing behavior. Subjects either agree or disagree, with little in between.

6. Short Term Evaluation Style

This style was characterized by short duration thinking and questioning. Subjects organized/evaluated the newscast as it came to them with little reflection.

The notion of styles is valuable in that it isolates some baseline information processing behavior which can be used to further research in the area. Styles may also have important implications for television programming, general learning theory and therapy.

THE ORGANIZATIONAL NATURE OF NEWS: A STUDY OF A MIDDLE-SIZE NEWSPAPER Order No. 7912903

SOLOSKI, John Richard, Ph.D. The University of Iowa, 1978. 298pp. Supervisor: Professor Kenneth Starck

According to Robert Park, news is a form of knowledge that helps orient man and society to the world. In every social organization there is a need to know the news, and this need is a consequence of man's need to know about the state of the world. The importance of news in modern times is increasing because the changes in the world have been so rapid and drastic. Although news is valuable to man and society, news cannot be separated from the means used to gather and disseminate it. This dissertation examines two general characteristics of news: (1) news as a valuable commodity to man and society, and (2) news as an organizational product. The dissertation, although concentrating on news as an organizational product, examines the tension between these two characteristics of news.

Most researchers who have examined the news organization have tended to concentrate on one aspect of the news organization, usually the reporter. But the purpose of this dissertation is to examine the entire range of the news organization in relation to the gathering and disseminating of the news. The model used to conceptualize the news organization is a natural or open-system model. The underlying concept behind the open-system approach is that the organization is conceived of as an entity composed of subsystems that are interrelated and interconnected with each other and with the organization. The subsystems of an organization exhibit the characteristics of both wholes and parts. That is, at one level the subsystem is a whole and its behavior is never completely controlled by the organization. At another level, the subsystem is a part of the organization and is controlled, to an extent, by the organization. Simply, subsystems have varying degrees of freedom to follow their own course of action, i.e., to pursue their own goals.

The dissertation examines four general levels of the news organization: (1) the parent corporation--or chain--that owns the news organization; (2) the publisher, who represents top management and is charged with directing the entire news organization; (3) the editor, who represents the newsroom which is charged with packaging the news; and (4) the individual reporter, who is charged with reporting and writing the news.

The methodology employed to gather data was that of the participant observer. As a participant observer, I worked as an editor and reporter for The Sun (not the actual name), a daily newspaper with a circulation of under 50,000. The Sun is the only daily newspaper published in its circulation area and is owned by a chain. The demographics of The Sun suggests that it is fairly typical of daily newspapers in the United States.

The dissertation examines how the economic and business interests of the news organization are translated into news policy. The evidence suggests that certain messages are selected for dissemination because they are in the interest of the news organization. Thus, many of the messages that are disseminated reflect the internal policy and goals of the news organization. The dissertation suggests that economic and business management practices are at the heart of a chain's influence on a member newspaper. As a result, a chain newspaper may be serving the interests of the corporation first and the needs of the local community second.

"INFORMATION OVERLOAD" IN THE NEWSROOM: TWO CASE STUDIES Order No. 7912102

WHITNEY, David Charles, Ph.D. University of Minnesota, 1978. 304pp. Adviser: Donald M. Gillmor

While many students of journalistic organizations have attempted to relate news selection and production practices to "news values," and while many have noted that such selection and production practices are related to a necessary reduction of a relatively large ensemble of available news and information into a relatively small package of news output in a relatively brief time, far fewer have attempted to relate systematically the variations, either quantitative or qualitative, in such news inputs, selection and production practices, and news outputs. Research in non-journalistic organizations, however, in which an "information overload" analogical model has been employed, suggested that organizational adaptations of predictable types would be manifested when there is system recognition that available inputs and required outputs are mismatched. This study suggested that the greater the degree of such mismatch, the greater should be the system reaction to correct it. Moreover, following existing literature, the study suggested that qualitative aspects of "news load" might induce more system stress than quantitative aspects. Two two-week case studies and content analyses of news inputs and outputs, of a radio station newsroom and of a wire service bureau provided data weekly supporting hypotheses that "overload" is more a function of qualitative aspects of input than of quantitative ones and that as "load" increases, "information processing" system responses are supplanted by "structure-elaborating" responses. Analysis suggested that such relationships are suppressed by the highly structured nature of the news inputs and outputs and of the processing tasks in the workplaces observed.

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